



NATIONAL DAIRY COUNCIL®

MANAGED BY
DAIRY MANAGEMENT INC.™

McDonald's® Milk Jugs Help Kids Bone Up

Help your kids get the recommended three servings of dairy a day by ordering a McDonald's Milk Jug, 8-ounces of lowfat (1 percent) white or lowfat chocolate milk in a kid-friendly grab-and-go container, as part of the new Happy Meal® Choices. Enhance your milk I.Q. with these fast facts:

Did You Know? Milk contains nine essential nutrients growing bodies need – like calcium for strong bones and protein for energy and muscle development.

Reason to Milk It: Children ages 4-8 need 800 milligrams of calcium a day¹. By choosing an 8-ounce McDonald's Milk Jug with a Happy Meal, your child will get about a third of their daily calcium needs.

Being Strong More Than Big Muscles: You gotta have strong bones, too! Two out of three kids aren't getting the calcium they need to help build stronger bones and better bodies².

We Got Milk: About 73 percent of the calcium in our food supply comes from milk and foods made with milk like cheese and yogurt³.

Craving Chocolate? Chocolate milk contains the same nutrients as regular milk. Research shows that kids who drink flavored milk also drink more milk overall and get more calcium⁴.

“Moos” You Can Use: A new study published in the December issue of the *Journal of the American Dietetic Association* (JADA) found that higher intake of dietary calcium, such as that found in milk, is associated with lower body fat in young children⁵.

Dairy-licious Detail: A recent year-long study involving more than 100,000 elementary and secondary school kids, found that kids consumed more milk when it was offered in plastic grab-and-go containers and in different flavors⁶.

Milk – Tested & Approved: Flavored milks such as chocolate milk are not only favorites among children and adolescents, but also are recommended by parents, school food service directors, and pediatricians⁷.

###

¹ National Academy of Sciences.

² USDA, CSFII, 1996.

³ Gerrior, S. and Bente L., *Home Economics Research Report*, No. 53, Washington, DC, USDA, 2001.

⁴ Johnson RK, Frary C, Wang MQ. The nutritional consequences of flavored-milk consumption by school-aged children and adolescents in the United States. *J Am Diet Assoc.* 2002; 102: 853-856.

⁵ Skinner JD, et al. Longitudinal calcium intake is negatively related to children's body fat indexes. *Journal of the American Dietetic Association.* 2003; 103(12):1626-1631.

⁶ Roper ASW (2002). *School Milk Pilot Study: Sales Test*, September 2001-June 2002, Dairy Management Inc. and American School Food Service Association, Unpublished.

⁷ REFERENCES 2, 5, 19, 20, 78, 79 and 80:

2: Attitude and Usage Trend Study (AUTS) Chocolate Milk. Beverage Usage & Attitudes Among Consumers. May 2001.

5: Children's Chocolate Milk Survey. Prepared for National Dairy Council by McDonald Research, Inc. May 1998.

19: Kimbrough, J.R., C.W. Shanklin, and B.E. Gench. Beverage choices offered by school food service programs. *School Food Service Research Rev.* 14 (1):24-28, 1990.

20: Garey, J.G., M.M. Chan, and S.R. Parlia. Effect of fat content and chocolate flavoring of milk on meal consumption and acceptability by schoolchildren. *J. Am. Diet. Assoc.* 90: 719-721, 1990.

78: Connors, P., C. Bednar, and S. Klammer. Cafeteria factors that influence milk-drinking behaviors of elementary school children: grounded theory approach. *J. Nutr. Educ.* 33: 31-36, 2001.

79: Research Report: Survey of Parents on the Subject of Chocolate Milk. Prepared by Impulse Research Corporation, Los Angeles, CA, February 7, 2000.

80: Pediatrician Attitude Survey. Prepared by Bruskin Research for BSMG Worldwide. January 2001.